

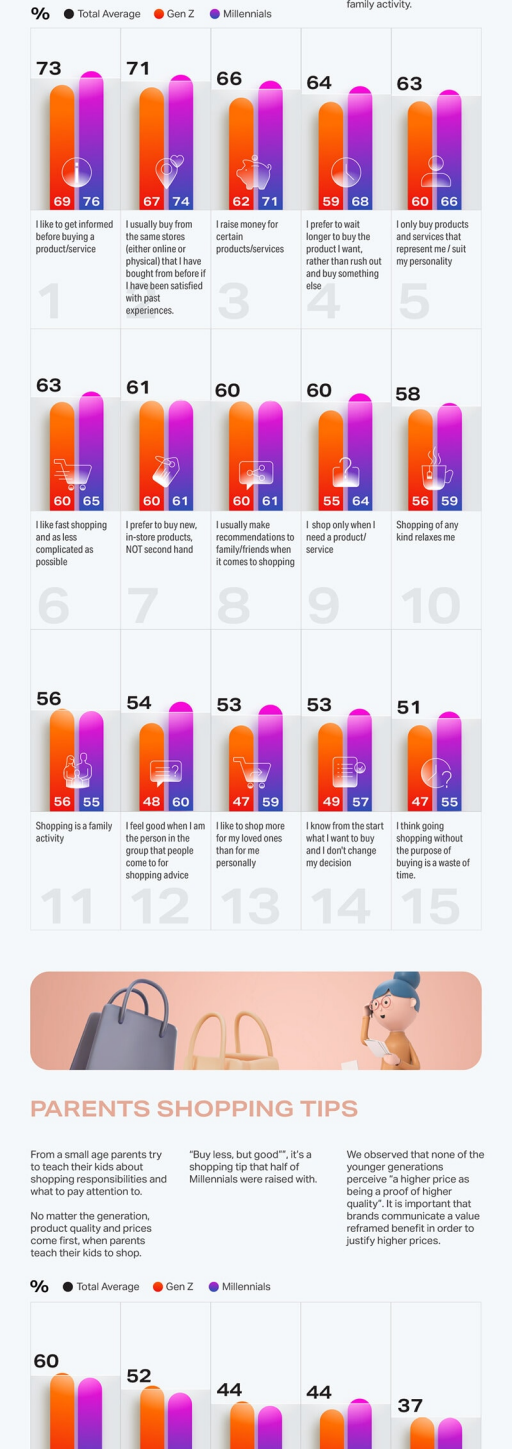
# June 2022

## Purchase Map

### GEN Z vs. MILLENNIALS

#### SHOPPING BEHAVIOR

##### TOP 15 STATEMENTS



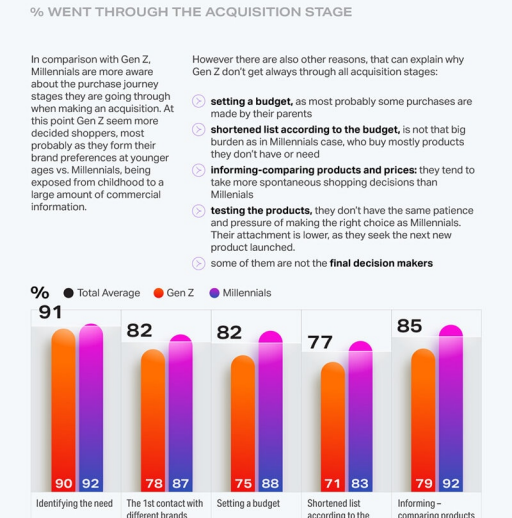
#### PARENTS SHOPPING TIPS

From a small age parents try to teach their kids about shopping responsibilities and what to pay attention to.

No matter the generation, product quality and prices come first, when parents teach their kids to shop.

"Buy less, but good", it's a shopping tip that half of Millennials were raised with.

We observed that none of the younger generations perceive a higher price as being a proof of higher quality\*. It is important that brands communicate a value reframed benefit in order to justify higher prices.



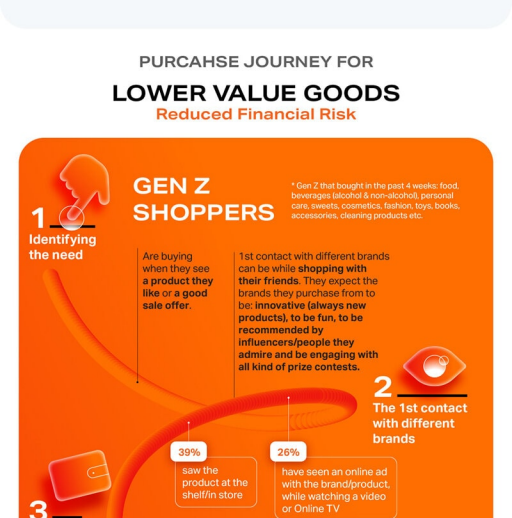
#### MAIN PURCHASE JOURNEY STAGES

##### % WENT THROUGH THE ACQUISITION STAGE

In comparison with Gen Z, Millennials are more aware about the purchase journey stages they are going through when making an acquisition. At this point Gen Z seem more decided shoppers, most probably as they form their brand preferences at younger ages vs. Millennials, being exposed from childhood to a large amount of commercial information.

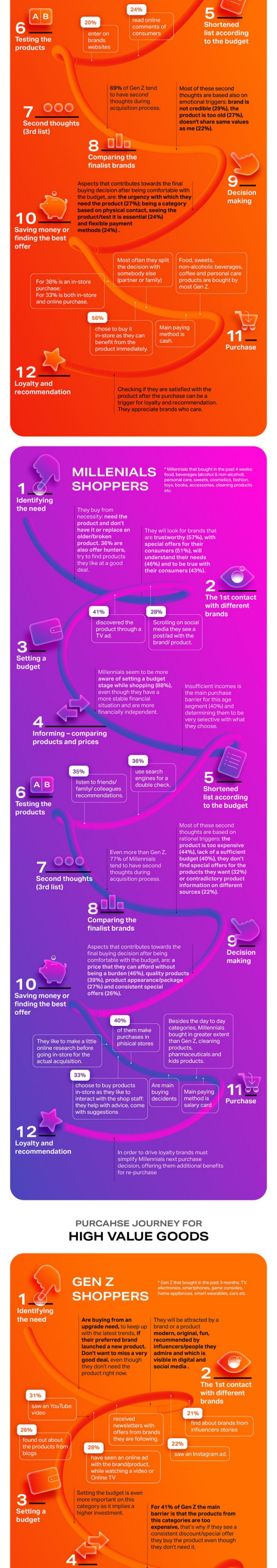
However there are also other reasons, that can explain why Gen Z don't get away through all acquisition stages:

- setting a budget, as most probably some purchases are made by their parents
- shortened list according to the budget, is not that big burden as in Millennials case, who buy mostly products they don't have or need
- informing-comparing products and prices: they tend to take more spontaneous shopping decisions than Millennials
- testing the products, they don't have the same patience and pressure of making the right choice as Millennials. Their attachment is lower, as they seek the next new product launched.
- some of them are not the final decision makers



#### PURCHASE JOURNEY FOR LOWER VALUE GOODS

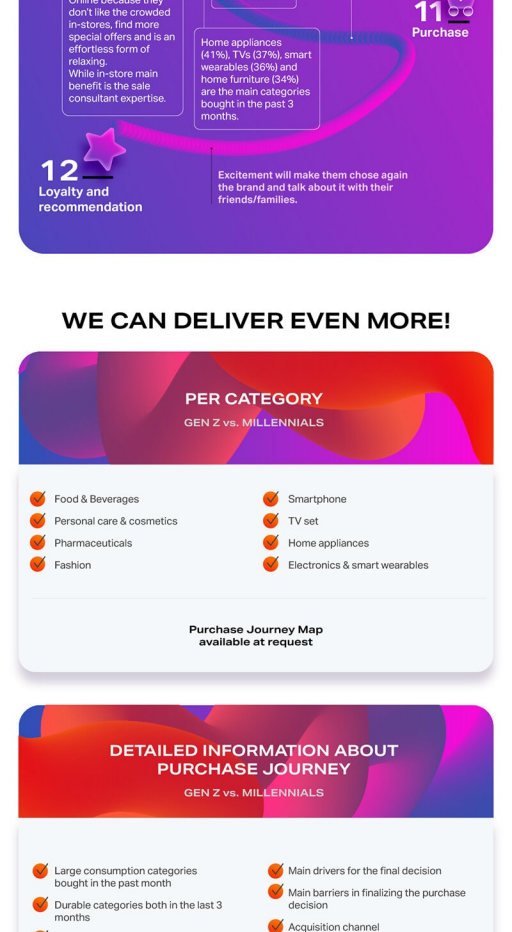
##### Reduced Financial Risk



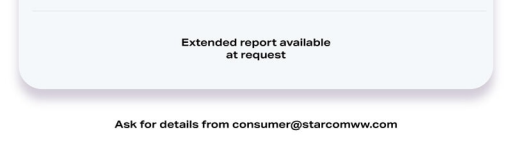
#### MILLENNIALS SHOPPERS



#### PURCHASE JOURNEY FOR HIGH VALUE GOODS



#### MILLENNIALS SHOPPERS



WE CAN DELIVER EVEN MORE!

- PER CATEGORY GEN Z vs. MILLENNIALS**
- Food & Beverages
  - Personal care & cosmetics
  - Pharmaceuticals
  - Fashion
  - Smartphone
  - TV set
  - Home appliances
  - Electronics & smart wearables
- Purchase Journey Map available at request**

#### DETAILED INFORMATION ABOUT PURCHASE JOURNEY GEN Z vs. MILLENNIALS

- Large consumption categories bought in the past month
  - Durable categories both in the last 3 months
  - Age they started shopping
  - Parents tips in terms of shopping
  - Shopping behavior, all statements
  - Purchase journey stages
  - The importance of each purchase journey stage:
  - First contact with the product/service
  - Main reasons for shopping a product/service
  - Main reasons for shopping a product/service
  - Main drivers for the final decision
  - Main barriers in finalizing the purchase decision
  - Acquisition channel
  - Main reasons for shopping in-store
  - Main reasons for shopping online
  - Time frame for purchase journey per category
  - With whom they take the final purchase decision based on categories
  - Payment method
  - Expectations from brands
  - Post-purchase emotions
- Extended report available at request**
- Ask for details from [consumer@starcom.com](mailto:consumer@starcom.com)